

Gallery Rentals at the International Museum of Art

The IMoA offers two spacious, inviting, well-lit galleries available, and waiting for your art! As “The People’s Museum,” we are proudly supported through the investment of our members, donors, community partners and people like you. Gallery rentals support our operations and empower us to continue our mission of increasing our region’s access to arts, culture and history.

Please speak to a member of our team today to learn more and reserve your gallery today! We are proud to offer discounts to our Museum Members.

Rental Galleries FAQ:

- 1. How much does it cost to rent a Gallery?** The Gallery Rentals are \$1,500.00 per gallery, per rental period. Eligible IMoA members can receive a discount on the rental.
- 2. How long is the rental period?** Gallery rentals span a 4 week engagement, including installation and de-installation.
- 3. Can I charge admission/ sell tickets for exhibits in the Rental Galleries?** Because the mission of the IMoA is to increase access to the arts in the region, exhibitions in our rental galleries are not eligible for ticketed events/paid entry and must remain free and open to the public.
- 4. Where are the Rental Galleries? How large are they?** The Rental Galleries are located off the main entry to the Museum, on the Brown St. Wing. Each gallery is approximately 56’ x 36’ and a height of 13’. They each include 2, moveable, standing walls that are approximately 4’ x 12’ x 10’.
- 5. How much art can be displayed in the Rental Galleries?** Each gallery holds an average of 60 works of art, depending on the size. The minimum we recommend installing is 30 (large works) and the maximum is 100 (small works).
- 6. What can be displayed in the Rental Galleries?** The Rental Galleries are the perfect place to display art, or exhibitions about history and culture. Because the mission of the IMoA is focused on the greater El Paso region, our rental galleries must focus on our region’s art, history and culture. Exhibitions in these spaces must have a majority emphasis on the area we serve, such as featuring local artists, exploring a historic narrative or celebrating a unique aspect of life in the region. It is the Museum’s discretion to determine if a proposed show meets the standard for emphasis on local.
- 7. Can the work displayed in the Rental Galleries be for sale?** Yes, artists are permitted to sell work displayed in Rental Gallery exhibits. However, it is the artist’s responsibility to manage the sales. The IMoA can not make sales, hold tender or confirm sales on the behalf of the artist. The IMoA will help connect interested buyers to artists. It is recommended to create a digital storefront or advertise days that the artists will be in the gallery to sell work.
- 8. Is it possible to get sponsors for Rental Galleries?** Yes, artists are encouraged to find sponsors for Rental Galleries to help off-set the cost. Sponsor logos can be displayed in the gallery.

Hours of Operation- Thursday: 1 pm-5 pm, Friday-Sunday: 12 pm- 5 pm, Monday-Wednesday: Closed

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- 9. Is it possible to organize group shows/exhibitions in the Rental Galleries?** Yes, artists are welcome to organize group showcases to help bring down the cost of renting a gallery and offer a wide-array of work. Group shows must be organized and coordinated by the renting artist, who would act as a representative for the group. We recommend no more than 12 participating artists in a single gallery.

# of Artists	\$ Per Artist	# of Pictures per Artist	# of Artists	\$ Per Artist	# of Pictures per Artist
1	\$1,500.00	60	7	\$214.29	9
2	\$750.00	30	8	\$187.50	8
3	\$500.00	20	9	\$166.67	7
4	\$375.00	15	10	\$150.00	6
5	\$300.00	12	11	\$136.36	5
6	\$250.00	10	12	\$125.00	4

- 10. Who installs/deinstalls the Rental Galleries?** The rental of the gallery does not include the labor or fee to install the artwork. Artists are encouraged to install the gallery themselves. The Museum is able to offer hanging services at a fee. Installation by the Museum must be agreed upon and is subject to limitations.

- 11. What are the steps to reserve a Rental Gallery?** To reserve a Rental Gallery, please speak to a member of the IMoA's staff to get started with our Questionnaire. This simple survey will help the Museum better understand your artistic practice and your goals for showcasing at the Museum. Photos of your work are required. Upon submission, the IMoA will contact you within 5-10 business days to set up a booking appointment. At the booking appointment, a Facility Use Contract will be completed, outlining the details of the show.. The booking appointment must be done in person and a 20% deposit is required to reserve the Gallery. Final Payment for Rental Galleries must be made 3 weeks prior to the start of the exhibition.

- 12. What other items do I need to prepare for an exhibit?** Hosting a Rental Gallery at the IMoA is a partnership and there are many factors involved in hosting a successful exhibition. Creating and sharing the following items will help the Museum better understand the goals of the artist and help them host their show:
- Artist Statement or Biography: About a 1 page write up of the artist's biography. It should detail where/how the artist began creating, what are the artistic goals/outlook and contact information.
 - Gallery Statement: About a 1 page write up that details the goals of the gallery/exhibition. It should answer what guests should take away or experience in the gallery. It is a summary or thesis of the artist's goals.
 - Inventory: A list that details every work of art on display in the gallery, including dimensions, price and the artist.

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- d. Labels: To go into the gallery and identify the works on display. Labels should include the artist, the title, the price and, if relevant, a brief description of the piece and its meaning. It is recommended to use the Inventory to generate labels.
- e. Advertisements: Artists should plan to create at least one flyer that includes the title of the show, their name, the location (IMoA), the run time of the exhibition, if any additional events will be held, and the IMoA's logo. The flyer may be adapted for use on social media promotion. All advertisements must be approved by the IMoA before distribution.

13. What kinds of events can be held in the Rental Gallery? The IMoA recommends, at a minimum, hosting an opening or closing reception to celebrate the exhibit. This is an opportunity to connect with a wider community and share the art on view. It is highly encouraged to host additional events such as markets, gallery talks and/or art demonstrations to continue promoting the exhibition throughout the rental period.

14. What other costs should I consider while planning an exhibit? Renting a Gallery is one part of hosting a successful exhibition. The IMoA recommends budgeting for the following:

- a. Art Work Preparation: including but not limited to framing costs, hanging supplies (nails, hammers), printing labels, renting a moving vehicle to deliver/retrieve art from the Museum
- b. Advertisements: including but not limited printed flyers/posters or banners, paid advertising on traditional and social media
- c. Reception: including but not limited to food, drinks, dining ware and decorations. A typical reception at the IMoA is about 70 guests.

15. How far out should I begin planning an exhibit? What should I keep in mind while planning? The IMoA recommends planning an exhibit no less than 9 months in advance. This will provide enough time for you to prepare artwork for display, design the exhibit, advertise the show, and plan any additional events. A suggested timeline is as follows:

9 months	Sign Facility Use Contract with the IMoA, Set budget and timeline, Generate Artist Statement and Gallery Statement
6 months	Create artwork for display
3 months	Submit advertisements to IMoA for approval, Create artwork for display
2 months	Finish creating artwork for display, Generate Inventory, Begin advertising
1 month	Confirm all artwork is set for display, Create labels, Finalize installation plan, Confirm all events with IMoA, Make final payment, Continue Advertising
Rental Period	Installation, Host events, Continue Advertising, De-Installation

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